



FOR IMMEDIATE RELEASE – August 11, 2011

ONEXONE HOSTS FREE YORKVILLE CELEBRITY PANCAKE BREAKFAST IN SUPPORT OF “Feeding Our Children” INITIATIVE

Toronto, ON - Join Food Network chef David Rocco and celebrity pancake flippers for a free breakfast on September 9th in support of ONEXONE’s “Feeding Our Children” initiative. The event, hosted by DIESEL, will help bring awareness to ONEXONE’s commitment to providing nutritional food to Canadian children in need. Through ONEXONE’s First Nations School Breakfast Program and strong partnerships with communities in inner Canadian cities, children across the country benefit from these initiatives.

The First Nations School Breakfast Program developed in collaboration with the Assembly of First Nations and PepsiCo Canada, set a goal to address and increase the availability of healthy food to all First Nations children in the school setting. Vision, commitment and active partnerships have been cornerstone to the success of the ONEXONE First Nations School Breakfast Program. ONEXONE provides grants to 20 community partners offering nutritious morning meals to children attending school every day the school is open.

“The ONEXONE First Nations School Breakfast Program and our work with inner city communities gives us an important opportunity to reach out to children in need, so we can give them a wholesome and healthy start to their day and help them reach their full potential. ONEXONE and our community partners have served over 300,000 breakfasts to deserving children,” said Joey Adler, Founder and Chair, ONEXONE. “Together, ONEXONE and our community partners are committed to improving the lives of those vulnerable children who are most in need of our support.”

The free pancake breakfast takes place on September 9th, beginning at 7:30am in front of the DIESEL flagship store at 92 Yorkville Avenue, Toronto. The pancakes are a unique Chef Rocco recipe created just for the ONEXONE “Feeding Our Children” breakfast.

ONEXONE is a non-profit foundation committed to improving the lives of children in Canada, the United States, Haiti, and around the world. Founded in 2005, ONEXONE was created on the principles that every life is infinitely precious and that each person can make a profound difference in someone else’s life one by one. ONEXONE’S mission is to help the most vulnerable members of society: children in need.

Last year, ONEXONE raised over \$13M in donations and supplies. Ninety-five percent of the funds raised were given directly to programs and projects that give children access to five fundamental pillars - water, food, healthcare, education and play.

Please visit www.onexone.org for more information.

BE PART OF THE SOLUTION, ONE BY ONE

Help us feed our kids here at home -- one by one – give every child the sustenance to excel and the energy to just be a kid.

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